

# DIGITAL PRODUCT INNOVATION & ENGINEERING

## Capability & Case studies

Market competitiveness today demands that organizations deliver and enhance Digital Experiences to their customers. To do so they need to build and adopt digital technology led platforms & applications across their value chain and upgrade existing products to reduce time to market and cost of ownership.

With next-generation Digital Engineering capabilities ACL Digital helps organizations in designing, developing, customizing new or existing products /platforms, create product enhancements, upgrades, process and performance improvements thus addressing all Product Innovation needs under one umbrella.



**Do you want to** provide the latest Digital Experiences to your customers across touchpoints?

**Do you want to** augment & strengthen your Digital Platforms across the organization?

**Do you want to** transform from legacy to next generation Digital applications?

**Do you want to** keep pace with Design & Engineering of complex connected Digital Products?

## ACL's Digital Product Innovation & Engineering capabilities

With world class Digital Product Innovation & Engineering capabilities, ACL Digital enables global Enterprises and Product organizations to move into the future by building Digital Customer touchpoints and Platforms with:

- › Unparalleled design of Digital Experiences
- › Built on cutting edge Digital technology
- › Delivered through Agile & DevOps best practices



ACL covers the entire digital product PLM from Concept to Market by working with businesses as a partner that understands market and industry drivers. We use the right design & technology mix to provide futuristic innovation, solutioning and engineering.

Products and Platforms developed by ACL have helped organizations across the entire business lifecycle, right from onboarding customers, building state-of-the-art business platforms that incorporate as part of the architecture relevant use of digital technologies as microservices, AI, Analytics, IOT etc. We work in both the B2B & B2C arenas covering:

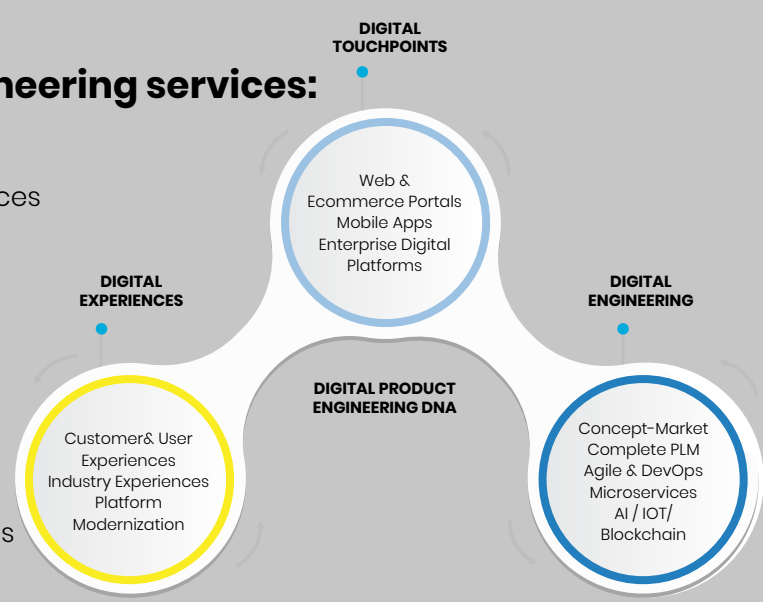
- › Customer Digital Touchpoints: Web Portals, Social Media, Chat & Mobility Apps
- › Product & Enterprise Business Platforms

ACL Digital Product Innovation & Engineering framework, XPARK, has enabled us to deliver relevant digital products to organizations thus enhancing their revenues, lowering costs and exponentially growing Customer Experience.

Our Design team plays an important role in conceptualizing the products to ensure that users experience a high level of usability, navigability, efficiency and accessibility.

# Our Digital Product Innovation & Engineering services:

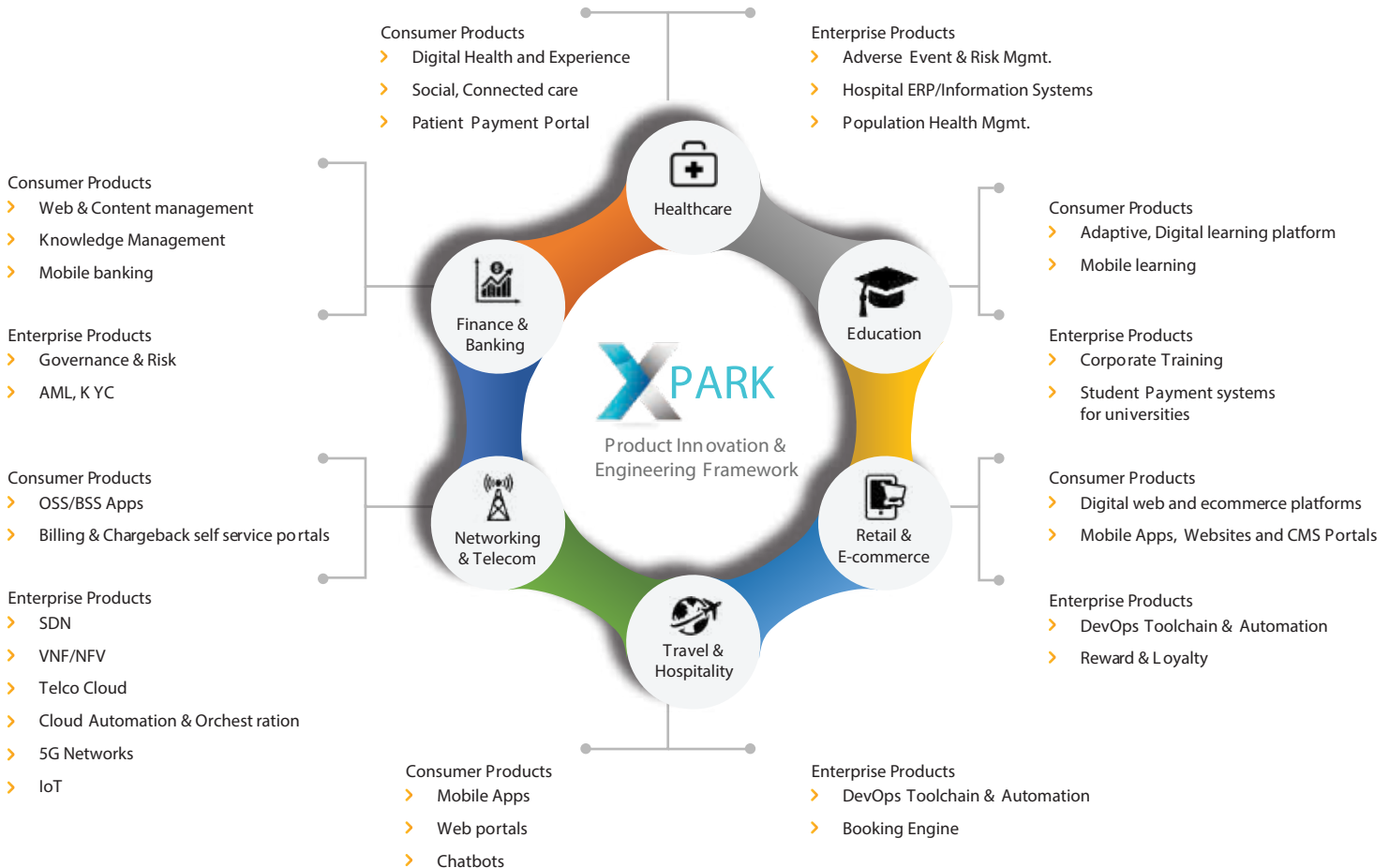
- Product Innovation & Design
- Concept –Market, UX and Strategy Consulting services
- Creative design and branding services
- Platforms & Extension
- Product Prototyping / MVP conceptualization
- Architecture and Development services
- Monolithic to Microservices
- Architecture Consulting and Roadmap definition
- Legacy modernization across different technologies
- Cloud/SaaS engineering of application/product



## OUR PRODUCT INNOVATION CAPABILITY CANVAS

ACL's Product Innovation & Engineering services have delivered value across multiple industries covering Healthcare, Retail & Ecommerce, Education, Networking & Telecom, Travel & Hospitality and Banking & Financial Services.

In the Digital world, Industries and experiences are converging. Our cross industry experience places us in a unique position where-in we are able to leverage learning and best practices across industries, as well as conceptualize, design and build products that help organizations across different customer segments.



# CASE STUDY 1 : B2C ENTERPRISE DIGITAL MOBILITY PLATFORM

Leading US based  
Online University

## Overview

The client is an Online university with 40,000+ students, 50+ undergraduate and graduate degree programs and 150+ specializations with more than 1,900 courses. They wanted a Mobile First strategy executed with the development of a Digital Mobile Campus solution to extend conventional classroom, deliver engaging learning experiences on the go.

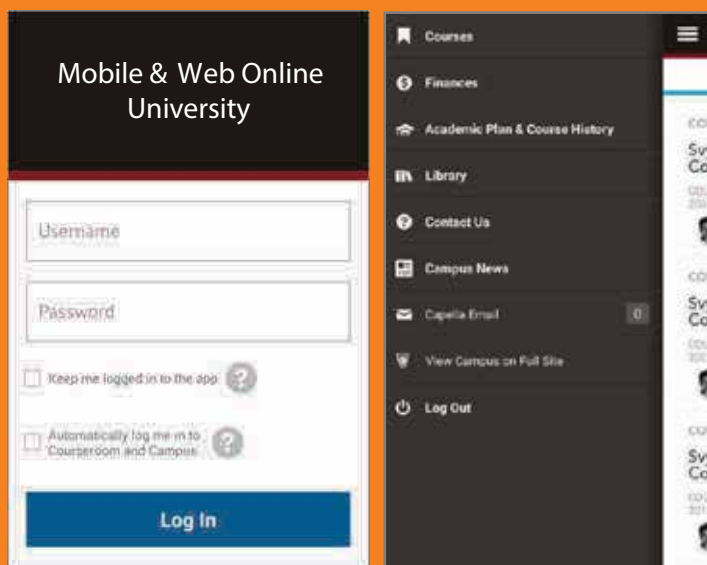
## Challenges

- > With consumers and students being always online on Mobile than portals the need was to Design, Develop and Deploy an adaptive Mobile learning platform to help student's access, consume course materials and participate in lectures online
- > Enable native applications on Android and iOS platforms extending features for students to be smartly connected with the campus.
- > Integrate seamlessly with the Web Portal available

## Solutions

The mobile app provided a micro-learning platform that delivered better student performance outcomes with the central theme around "Connect, Learn, Engage, Excel"

- > Drive digital, connected learning by creating a seamless integration of business and technologies
  - Studies and assignments, Campus news, Alerts, Announcements
- > Transformational learning experience, helping students achieve higher levels of skill, and productivity with features like:
  - Discussion forums and Closed Communities
  - Library to aid students in literature research
- Quick register for courses, Academic & Lesson Plan



## Outcomes

- > Bridged the communication gap between students and faculty via social & collaborative learning
- > Improved student engagement making the learning process more fun & engaging
- > Provided a learner centric, self-paced micro learning platform powered by mobile

40K+

Students enabled to access courses

50+

Student Nationalities

# CASE STUDY 2 : B2B ENTERPRISE DIGITAL AUCTION PLATFORM

US Based World's largest wholesale Auto Auction company

## Overview

The customer is based in the USA and the world's largest wholesale auto auction based on trade volume with 145 auctions located in North America, Europe, Asia and Australia, offering complete remarketing products and services so buyers and sellers can transact with ease.

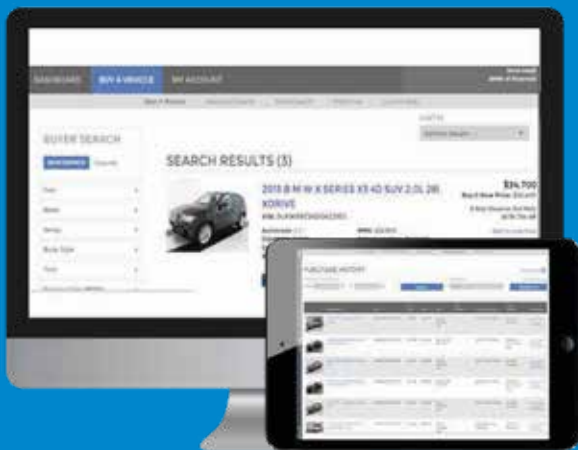
## Challenges

- > The client wanted to digitally transform and enable large scale transactions for its business and multiple users
- > Needed a digitally enabled multi channel remarketing dealer Portal & Mobile App for expediting vehicle remarketing along-with a digitally enabled admin portal for defining the sales tactics, backend sales ops, automated and manual pricing strategies

## Solutions

ACL delivered connected patient experience across the care continuum leveraging Digital health technologies, platforms & solutions.

- > Dealer Portal & Mobile App development- to enable the booking of new vehicle and pushing out to leasing, Vehicle Inspection & Refurbishment, Remarketing refurbished vehicles
- > Automation & Performance testing
- Dealer portal testing (iPad Air)
- > Cloud Hosting & Integration
- Azure Migration & Integration
- > Distributed Agile Development & DevOps -Continuous Integration & Delivery team has accomplished 10 successful releases till date
- > Product Support(L2)



## Outcomes

- > Helped manufacturers, dealers, financial institutions, & rental agencies enhance profitability by deploying a digital retail, Omni channel experience platform
- > Leverage digital innovations to proactively manage vehicle assets & investments through real-time, predictive models & powerful analytics

**80K+**  
Dealers Participating Annually

**8Mn+**  
Vehicles Registered Annually

**780+**  
Auctions Weekly

ACL Digital is a design-led Digital Experience, Product Innovation, Engineering and Enterprise IT offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses. ACL Digital is a part of ALTEN group, a leader in technology consulting and engineering services.

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